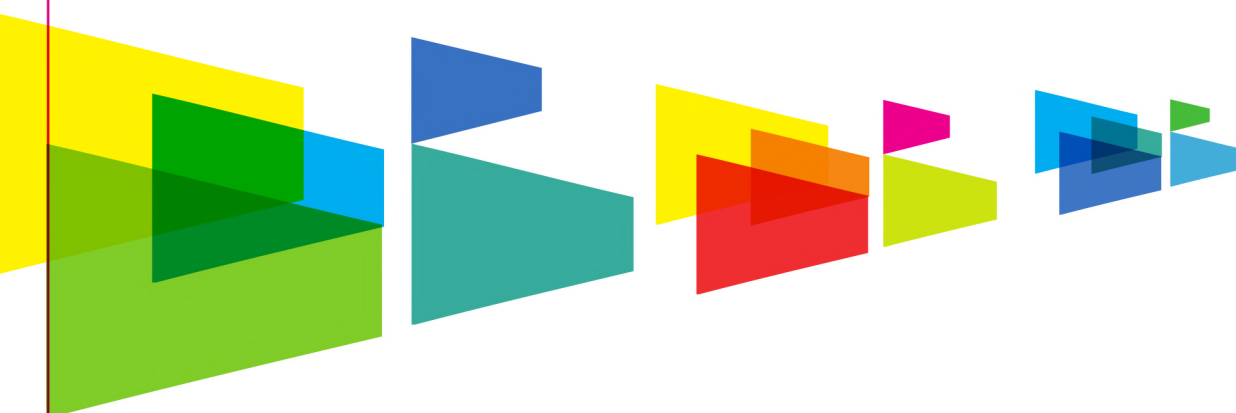


**STAGE DIGITAL** ADVISORS

# BRAND BOOK - GUIDELINES





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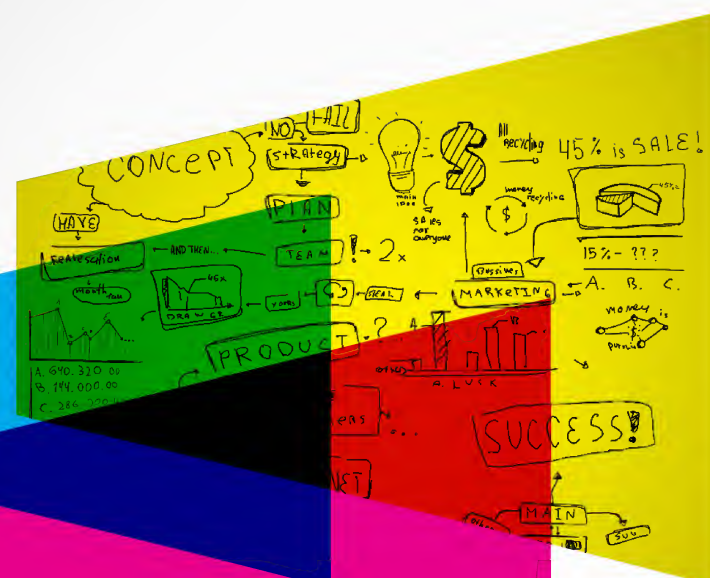
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## 1

# THE LOGO- INTRODUCTION

This booklet offers guidance to those producing communication materials, print or electronic, for Stage Digital Advisors . By providing clear boundaries to work within, we ensure a consistent message, graphic identity and high level of quality that makes telling the Stage Digital Advisors story easier.

Far from hindering creativity, The Graphic Standards & Brand Book highlights the importance of creativity as a strategic marketing communication tool.

At Stage Digital Advisors, the goal is to do the job right, and do it better the next time. The Stage Digital Advisors creed enshrines these values in four points that are particularly relevant to those responsible for disseminating the Stage Digital Advisors story:

**General Rules:**

- The logo is flat. Don't add computer "effects" (distress, shadows,glows, "embosses," etc).
- The logo looks a certain way. Please don't flip or squish it.
- Don't write over thelogo or bleed it off the page.
- The logo should be separate and distinct. Don't make the logo part of a larger graphic or illustration.



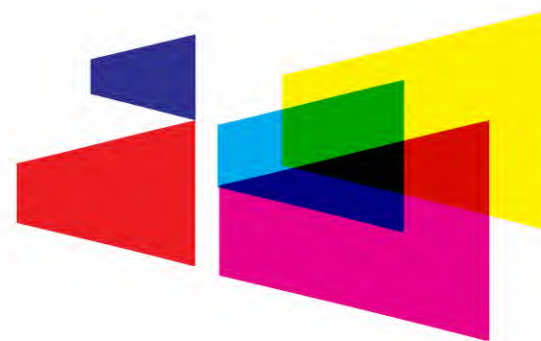
## THE LOGO

The Stage Digital Advisors logo is versatile for use in all web, screen and 4-color print jobs.

This logo is what makes Stage Digital Advisors recognizable and stand out from so many competitors.

The logo must be shown at a minimum of 8mm but feel free to make it as big as you like.

SDALogo.ai



# STAGE DIGITAL ADVISORS

minimum  
height: 8mm





MINIMUM Clear Space



STAGE DIGITAL ADVISORS



OTHER BRAND

Never too close to other logos



STAGE DIGITAL ADVISORS

Never close to the edges

## SPACING

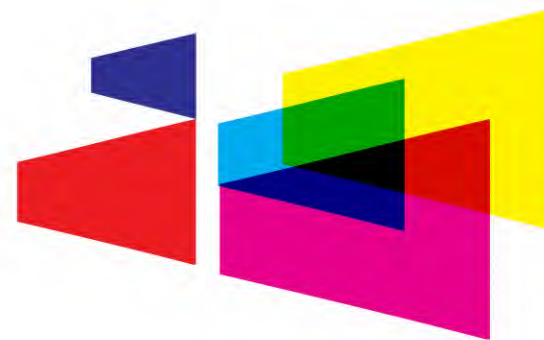
Keep the logo clean.  
Negative space the same size as the color screens should surround evenly the top of the logo typeface.

Do not put anything inside that space or over the logo.

## MANAGING SHAPES

When using the logo, keep all of it's proper elements intact and don't alter them in any way. This means distorting, stretching, changing colors, changing fonts, adding or removing any part of the logo, cobranding with another company, adding extra effects or cooking the logo with salt and pepper.

Right



**STAGE DIGITAL** ADVISORS

Wrong



STAGE DIGITAL ADVISORS



STAGE DIGITAL ADVISORS



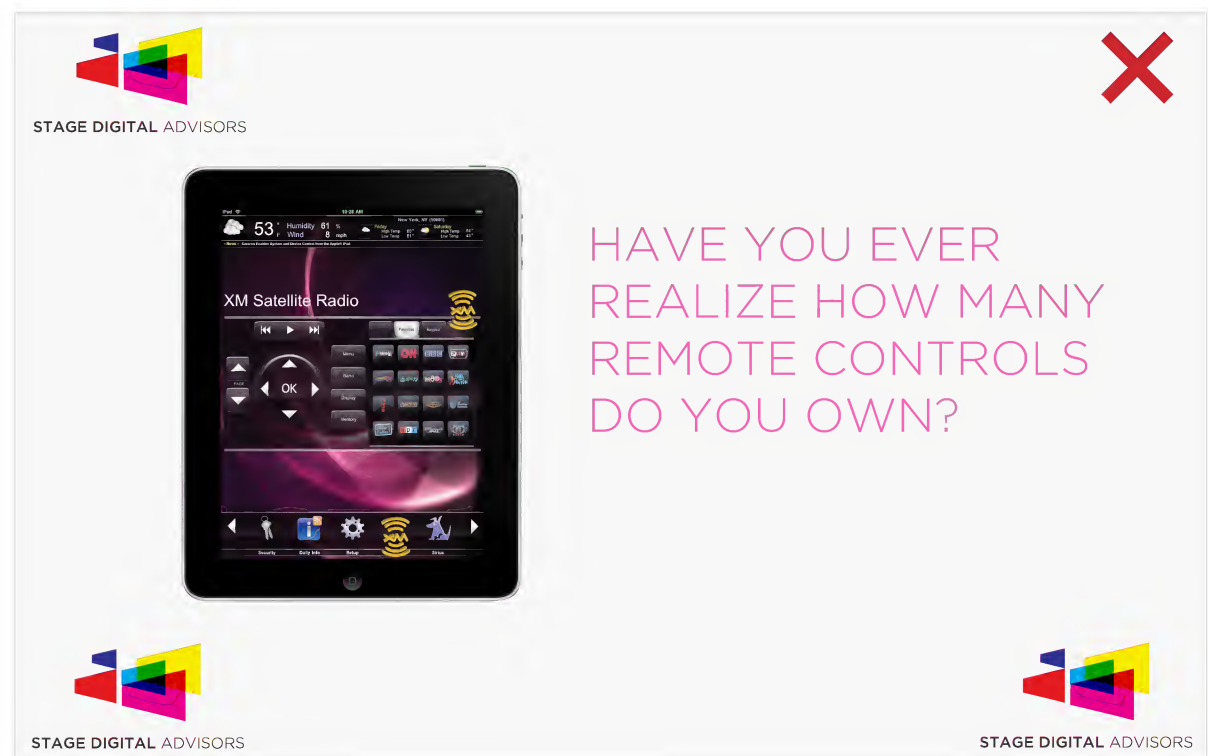
## THE LOGO PLACEMENT

In ads, collateral, signage and other Bottom Right material that is owned by SDA, nothing should come between the logo and nearest edge of the page. The logo may be placed in the upper left, bottom left or bottom right.

If there is an image, put the logo in a stripe of the main green, or, white, using the correct margins.

Never use text larger than “SDA” from the logo in the same row. .

Right



Wrong

Right

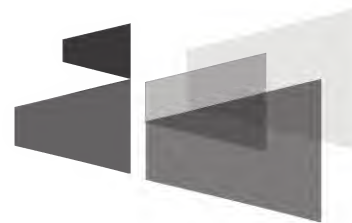
Right

## THE LOGO FORMAT

The standard SDA logo is designed to be versatile in any print or web format, as long as it's treated properly. If the print process will not allow this logo which has different tones and details to reproduce correctly, there are other logo versions, but only use them in such cases.

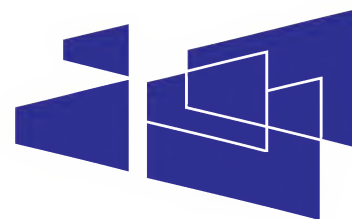
**Only use these other logos for the reasons shown. They should never be substituted for the main logo unless necessary for correct printing.**

CMYK OR RGB FULL COLOR LOGOTYPE



STAGE DIGITAL ADVISORS

B&W LOGOTYPE



STAGE DIGITAL ADVISORS

SINGLE COLOR LOGOTYPE

### Examples of Screen Media and 4-Color Printing

Business Cards  
Letterheads  
Stickers  
Print Ads  
Web Ads  
Website  
Video  
Presentations  
4-Color Clothing prints

### Examples of Screen Media and 1-Color Printing

Faxes  
Word® Documents  
Newspaper Ads  
1-Color Clothing Prints



CMYK OR RGB FULL COLOR LOGOTYPE DARK SURFACE



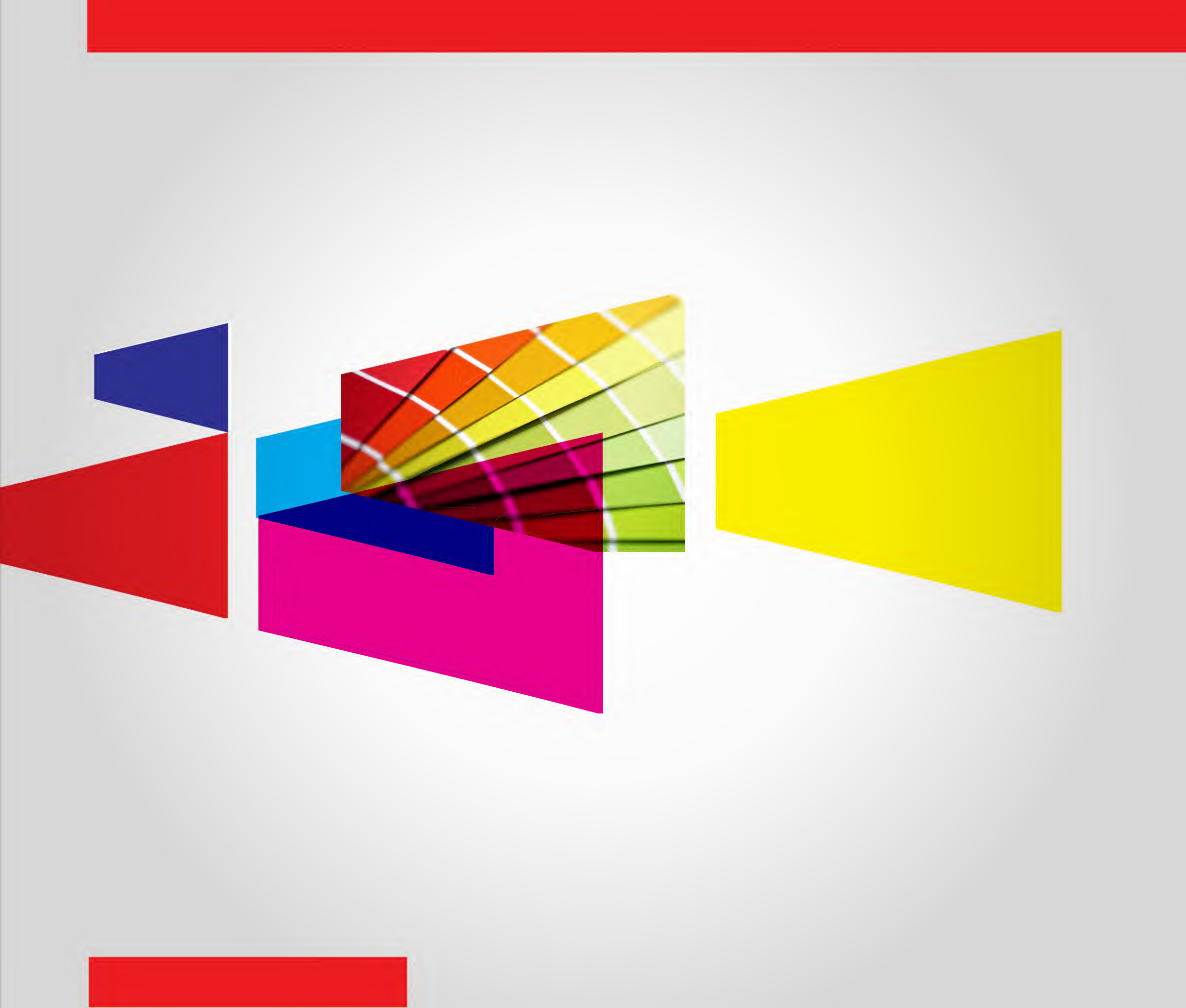
B&W LOGOTYPE DARK SURFACE



SINGLE COLOR LOGOTYPE

#### Design Considerations:

- During the design process, be aware that certain color combinations (such as orange and blue) are the official colors of other competitors.
- Avoid placing the logo on textured or patterned backgrounds.
- Provide sufficient empty space around and between trademarks and other design elements on a page. The recommended minimum distance is approximately half the width of the trademark.
- For proper printing, images should be at at least 300 dpi at 100% size. Images taken from the web are 72dpi and are not appropriate for printing.



## COLOR GUIDELINES

A consistent color scheme helps make Campaign SDA's communications instantly recognizable.

The colors in the next pages are the primary colors of any campaign. Please use them on any materials related to the brand. These colors have been chosen to complement the logo and graphic theme.

The colors should also be used on campaign printed materials and web sites to visually reinforce the connection to the brand.



## COLOR GUIDELINES

The hierarchy of colors are this:

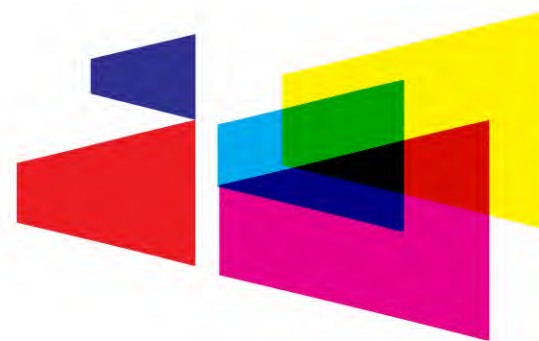
The CMYK Composition or Trinitron are the main color palette, complemented by a Dark Blue and accented by minimal Red and Green. Letters are usually in Dark Gray. Information is shown in white, or gradient gray backgrounds.

In alternative cases information can be shown using Black Background.

Keep the colors in the correct order so all pieces remain consistent to the SDA identity.

Dark grey must be used for the header and footer on the website. In other pieces it is not always necessary.

SDALogo.ai



## STAGE DIGITAL ADVISORS

SDA MAGENTA



SDA RED



SDA CYAN



SDA YELLOW



SDA BLUE



SDA GREEN







SDA GRAY







COLOR VALUES

The colors have specific uses. Certain colors should not be used for anything but what their name is.

Please use this guide when ordering print materials

SDA MAGENTA	SDA RED	SDA CYAN	SDA YELLOW
			
PANTONE Magenta PC	PANTONE Fiery Red 18-1664 TCX	PANTONE Cyan PC	PANTONE Yellow PC
CMYK: C:0 M:100 Y:0 K:0	CMYK: C:0 M:100 Y:100 K:0	CMYK: C:100 M:0 Y:0 K:0	CMYK: C:0 M:0 Y:100 K:0

SDA BLUE	SDA GREEN	SDA GRAY	SDA BLACK
			
PANTONE Blue 072 HC	PANTONE 355 PC	PANTONE 447 PC	PANTONE Process Black
CMYK: C:100 M:100 Y:0 K:0	CMYK: C:100 M:0 Y:100 K:0	CMYK: C:0 M:0 Y:0 K:90	CMYK: C:0 M:0 Y:0 K:100

## SUB BRAND COLORS:

Color management is a key component of any successful brand, but precise color management is difficult across varying media. The color can be particularly difficult to translate with consistency. JASTOR+DEST has designed specific color guidelines for SDA sub-brands, however, Subbrands logos should never substitute the main brand logo nor their color palettes should be use, unless extrictly necesesary and only when refering to products or services within the ratio of the subbrand.

**Only use these other logos for the reasons shown. They should never be substituted for the main logo unless necessary for correct printing.**



**STAGE DIGITAL ADVISORS**

Home



**STAGE DIGITAL ADVISORS**

Professional



**STAGE DIGITAL ADVISORS**

Business

SUB BRAND COLOR VALUES

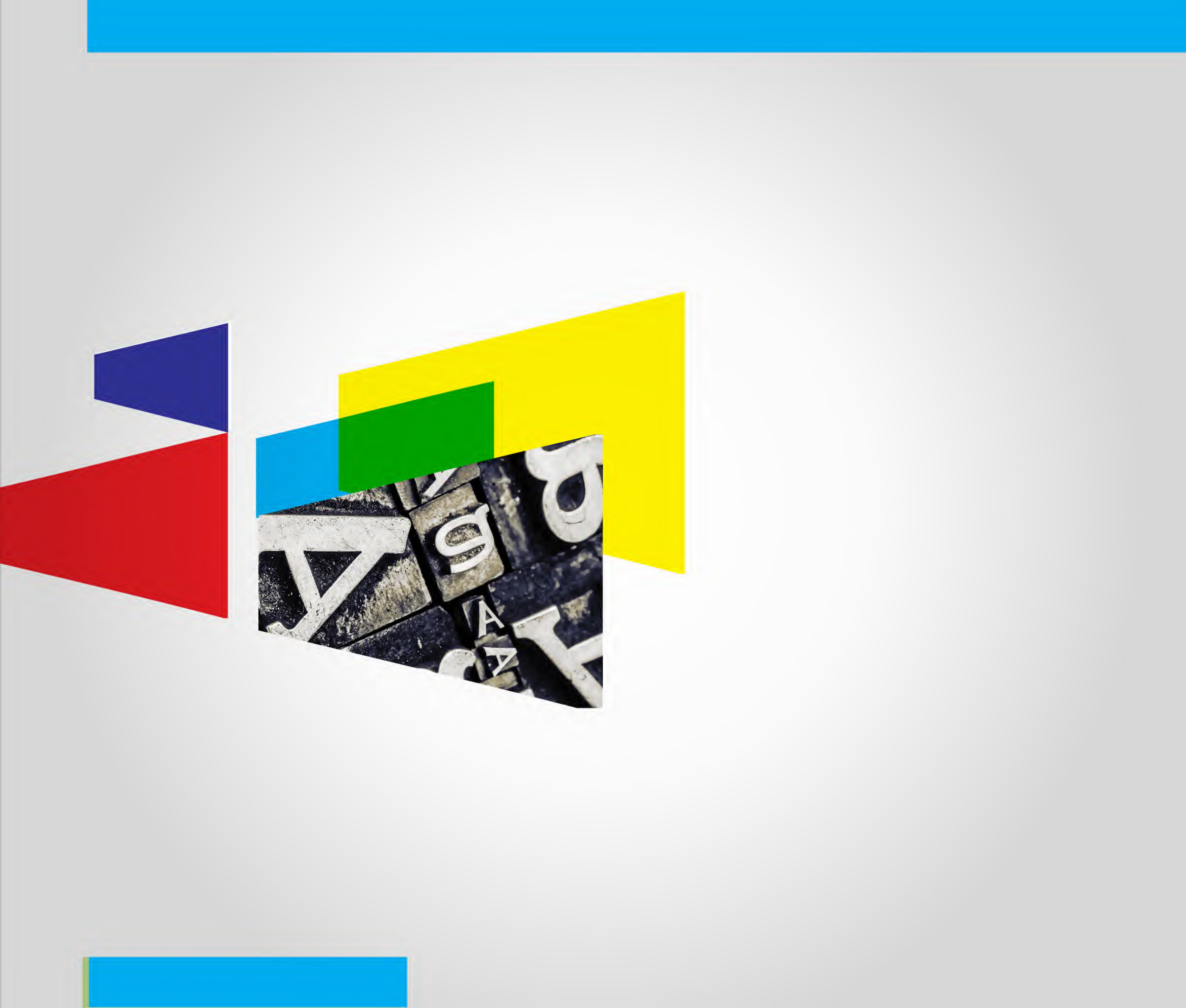
SDA LIGHT BLUE	SDA POP GREEN	SDA ORGANIC GREEN	SDA YELLOW
			
PANTONE 300 PC	PANTONE 3262 PC	PANTONE PANTONE 375 PC	PANTONE Yellow PC
CMYK: C:100 M:42 Y:0 K:0	CMYK: C:78 M:10 Y:45 K:0	CMYK: C:50 M:0 Y:100 K:0	CMYK: C:0 M:0 Y:100 K:0

SDA LIME	SDA RED	SDA MAGENTA	SDA RED 2
			
PANTONE 390 PC	PANTONE 138 PC	PANTONE Magenta PC	PANTONE 179 PC
CMYK: C:20 M:0 Y:100 K:0	CMYK: C:0 M:50 Y:100 K:0	CMYK: C:0 M:100 Y:0 K:0	CMYK: C:0 M:90 Y:85 K:0

SDA ULTRA BLUE	SDA GREEN	SDA GRAY	SDA BLACK
			
PANTONE 299 PC	PANTONE 355 PC	PANTONE 447 PC	PANTONE Process Black
CMYK: C:86 M:8 Y:0 K:0	CMYK: C:100 M:0 Y:100 K:0	CMYK: C:0 M:0 Y:0 K:90	CMYK: C:0 M:0 Y:0 K:100

Use subbrand visual reference on page 15 to acomodate respective colors. Subbrand colors colors should not be used for anythingbut what their name is.

Please use this guide when ordering print materials





# TYPOGRAPHY GUIDELINES

Consistent typography is an important component of an organization's brand image and graphic identity program. The typeface GOTHAM was chosen for its aesthetically pleasing design and legibility. This font also offers flexibility in creating materials to be reproduced on everything from small laser- or inkjet-printed pieces to larger, professionally printed materials.

All professionally printed jobs should use Gotham. Gotham should be used as the body copy in campaigns and publications. Script fonts may be used sparingly as a graphic element in a publication. Use of script fonts should be limited and is not recommended for text. Gotham can be purchased from [.typography.com](http://.typography.com)

Sans serif typefaces such as Helvetica and WireOne may be used as companion faces to Gotham. These companion faces may be used for headlines, callouts, captions, etc. Faces that pair nicely with Gotham are listed on the right.

## TYPEFACES:

These are the many typefaces we use. Gotham is the main font for advertising, but can be substituted for Helvetica on the web.

Gotham is a unique typeface, and can be used to emphasize words in a stylistic way. Don't overuse Gotham or its impact won't be as strong.

Gotham-Med  
Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!**

Gotham light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!

Helvetica

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!

Wire One

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!

Main Use

Substitute

For Titles  
Callouts and  
Highlights  
ONLY

# MARKETING AND ADVERTISING TYPESETTING EXAMPLES

Gotham-Medium Regular:

**Hello, This is Gotham Medium Here**  
**I, on the other hand am Gotham Bold**  
 Nice to meet you, I am Gotham Book.

Capitalization:

**HI IM GOTHAM BOLD**  
**NICE TO MEET YOU, I AM GOTHAM MEDIUM**  
 NICE TO MEET YOU, I AM GOTHAM BOOK  
 HI IM GOTHAM LIGHT  
 PLEASE USE ME RESPONSIBLY, THANK YOU!

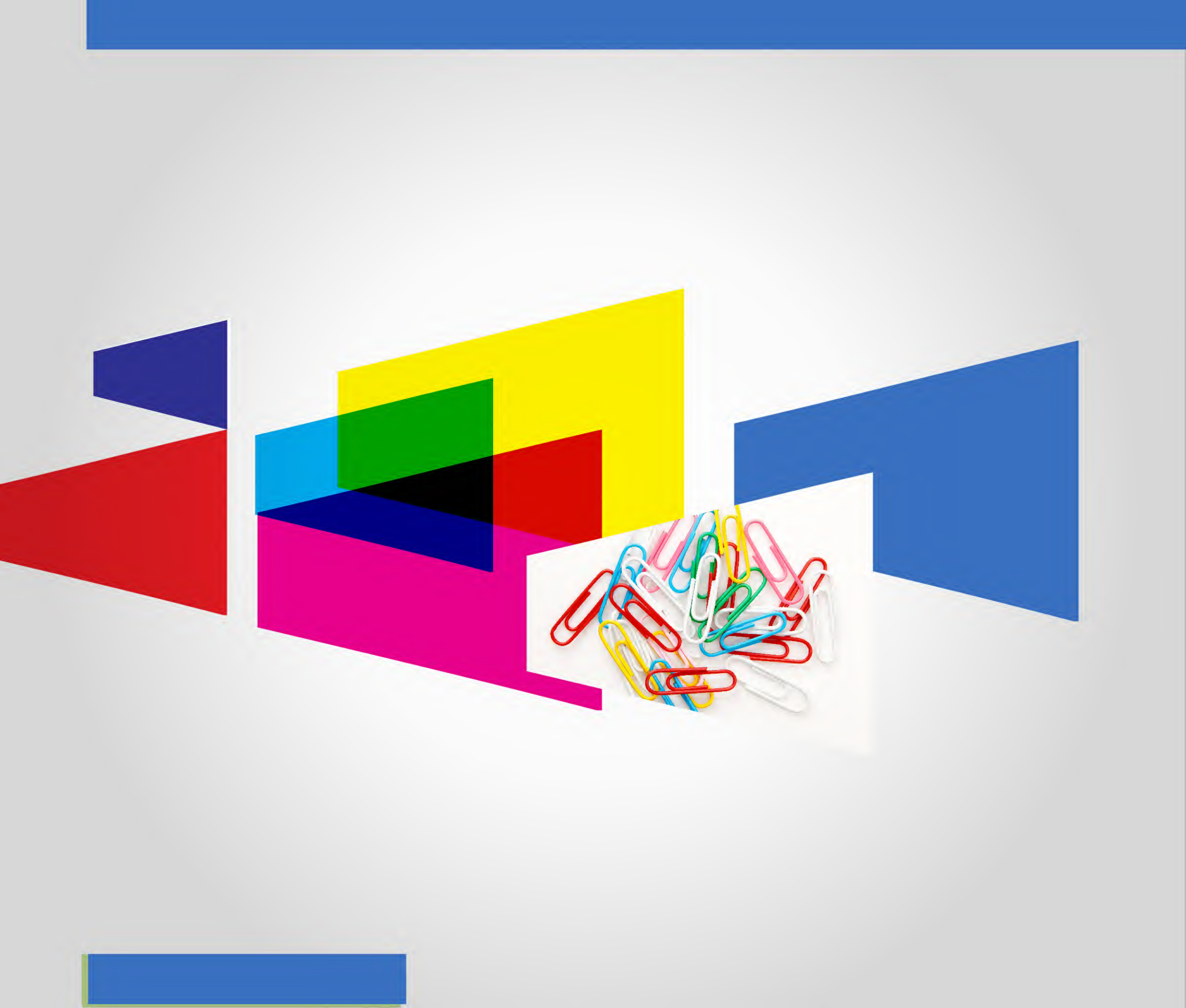
Title use with Wire One:

I rarely say anything, but if I do, it's very plain.  
 Howdy, I'm Wire One 123456789,

When we use the same typefaces in different weights, it gives SDA collateral and marketing pieces contrast and rhythm while maintaining a consistent image across pieces.

We typically use these weights shown, but any of the other weights in these typefaces can be used depending on the piece.

It's most important to use a style appropriate to the content and the overall piece as a whole.





# 4

## BRAND IMPLEMENTATION SAMPLES

The visual identity of Stage Digital Advisors is created through the consistent use of graphic elements, including logo, typography, imagery, and color palette. By preserving a professional and recognizable look for SDA, we are protecting the brand name and reinforcing the quality of SDA as an institution to the respective client audiences.

### **Important Notice:**

The guidelines that follow are **SAMPLES ONLY** and do not represent final designed applications, neither are applications ready for print production, ( with the exception of the website and the stationery). All other samples represent a cohesive standards system that unifies the SDA identity while still allowing for graphic distinction among the various competitors and apply to the campaign logo, typeface, graphics, and color usage associated with the SDA brand.

The existence of these guidelines does not mean that materials must look exactly alike. However, the standards call for materials to demonstrate a family resemblance so it is clear they are from the same brand. This will cause the audience to associate all campaign-branded materials with SDA



## INTEGRATED APPLICATIONS TO BRAND SAMPLES

### Integrated Applications to Brand — Samples Only

Direct Mail Envelope  
Showcase App for Iphone  
Showcase App for IPad  
Office Materials  
Letterhead  
Gift Bags  
Folders  
CD Pacakage  
CD Room Sample  
Invitation Envelop  
Invitation Note Card  
Business Cards  
Branded Mugs  
Branded Tags





## BUSINESS CARDS

Format:  
2.5 x 3.0 Inches  
round corners

Colors:  
CMYK

Typography:  
Gotham Medium 8.5pts: Name  
Gotham Bold 8.5pts:: Title

Paper:  
Cougar 160cover or similar to  
LUXE Cotton

Both Sides:  
Offset



## LETTERHEADS

Format:  
8.5x11 Inches

Colors:  
CMYK

Typography:  
Gotham Medium 8.5pts: Name  
Gotham Bold 8.5pts.: Title

Paper:  
Cougar text 100

One side  
Offset





## WEB SITE FRONT PAGE:

Format:  
CSS HTML 5

Colors:  
RGB

Typography:  
Gotham Medium  
Gotham Bold

Digital Media

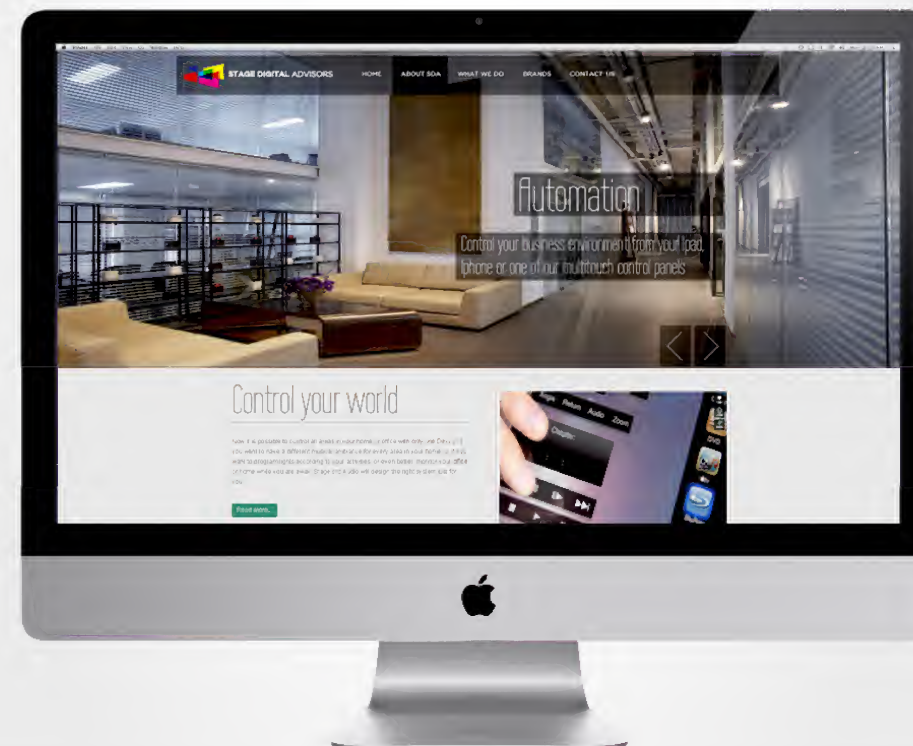
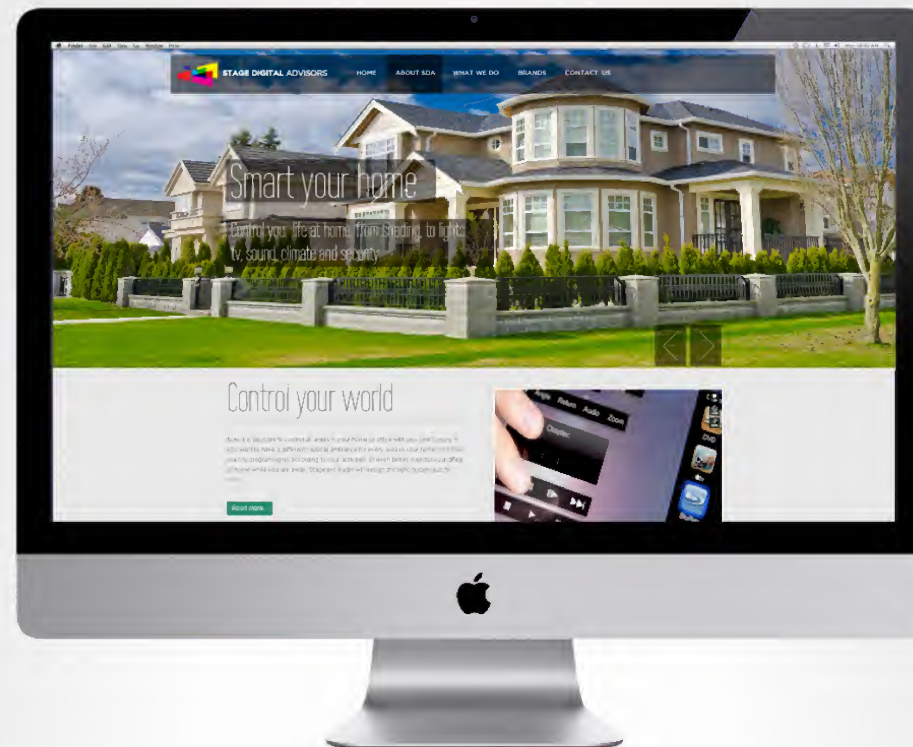
### IMPORTANT ONLINE RULES

Do not distort or stretch any of the SDA identity graphics (logo, image, graphic pattern, etc). Use them in their original, intended proportion.

Do not use THE SDA identity graphics over complicated or multicolored backgrounds. In general, a solid, contrasting color should be used from the palette of suggested Campaign colors.

Do not display SDA identity graphics in poor quality, low resolution, or illegible sizes. Edges should be crisp, colors should be smooth, and the smallest letters should be easy for most people to a high-resolution monitor.

Work with your web designer to ensure the graphics are of the highest quality.





## UNIFORMS

Format:  
Polo T shirt

Colors:  
Pantones  
Blue, Gray, Dark Gray and Black

Typography:  
Gotham Bold embroidered over the  
top left.

Fabric: Cotton

One side  
Screen printed patterns must be on top



## ADVERTISING

Format:  
Full Page  
Standards: 11.0 x 8.5 Inches  
Landscape

Colors:  
CMYK

RGB In Digital Baners

Typography:  
Gotham Bold Capitalized

Photo Source:  
Creston



HAVE YOU EVER  
REALIZE HOW MANY  
REMOTE CONTROLS  
DO YOU OWN?



**STAGE DIGITAL ADVISORS™**  
TAKE TOTAL CONTROL

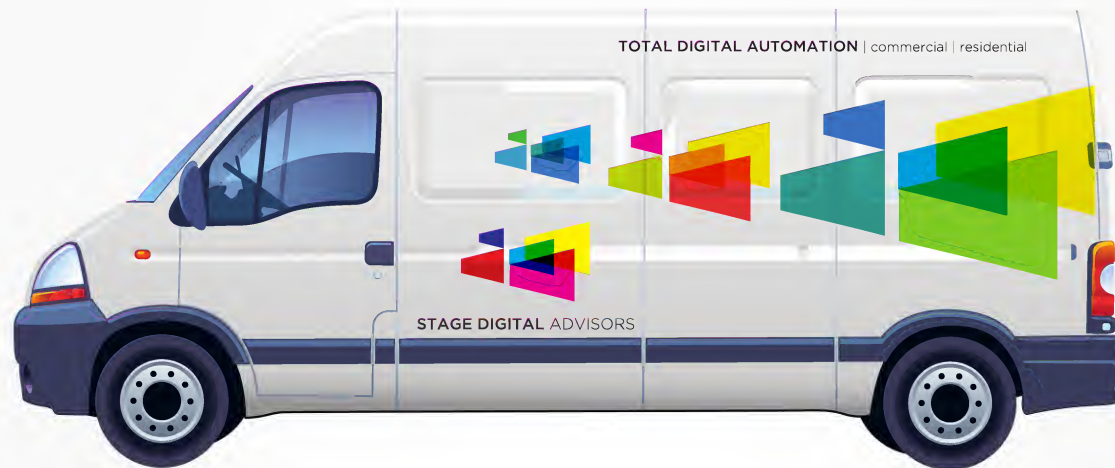
DIGITAL AUTOMATION | commercial | residential | [STAGEDIGITALADVISORS.COM](http://STAGEDIGITALADVISORS.COM)

## VEHICLES

Format:  
Car Warping

Colors:  
CMYK

Typography:  
Gotham Medium  
Gotham Bold





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JASTOR+DEST

---

**IS** A CREATIVE / BRANDING  
DESIGN CONSULTING AGENCY

---

**LOCATED IN CORAL GABLES FL**

---

OUR FIRM CONSIST OF A COLLECTION OF  
CREATIVE DIRECTORS STRATEGIC THINKERS INTERIOR DESIGNERS & VISUAL ARTISTS

---

FOCUSED ON CREATING CUTTING EDGE

---

**360° BRAND EXPERIENCES**  
DESTINED TO REACH AND ENGAGE

---

★ **TODAY'S CONSUMERS.** ★

---



A: 3191 Coral Way, Suite 403 Coral Gables FL 33145 T: 305.442.9777 F: 305.442.9777 W: [JDBranding.com](http://JDBranding.com)



**An Integrated Branding Agency**  
Brand Development | Brand Management | Interactive Web | Insightful Design

By exploring the better (most human) approach to business, our mission is to improve the personality and uniqueness of brands in all stages, encourage good contributions to society as a whole, while reflecting in measurable, economic success and the highest return on investment for all of our clients.

Solving the unique problems that businesses face today demands a wide range of skills.:

we provide turn-key services and comprehensive brand building solutions for business in the hospitality, entertainment, fashion, legal, financial, and manufacturing sectors in a multinational scale.

From brand positioning, identity design, collateral, publications, web site design and development, online marketing campaigns, brand management, public relations, promotional marketing, event brand promotions, to environmental design, signage systems, commercial interior design, retail construction, installations and retail activation.

With our founding partners leading every single project, our service is hands-on, highly personal and bespoke. Also, **The results are consistently positive.**

Designed by  
Jastor+Dest  
© 2012, Jastor+Dest Design Studios  
[info@jastordest.com](mailto:info@jastordest.com)

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THANK YOU

